

WHAT IS CLAIMED IS:

1. An aqueous flexographic printing ink composition comprising a pigment, a styrene:acrylic copolymer, and a plasticizer.

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2. The ink composition of claim 1, wherein said pigment is selected from the group consisting of monoazo yellow, monoarylide yellow, diarylide yellow, naphthol red, rubine red, lithol rubine, phtalocyanine blue, and carbon black.

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3. The ink composition of claim 2, wherein said pigment is selected from the group consisting of Pigment Yellow 1, Pigment Yellow 3, Pigment Yellow 11, Pigment Yellow 12, Pigment Yellow 13, Pigment Yellow 14, Pigment Yellow 17, Pigment Yellow 63, Pigment Yellow 65, Pigment Yellow 73, Pigment Yellow 74, Pigment Yellow 75, Pigment Yellow 83, Pigment Yellow 97, Pigment Yellow 98, Pigment Yellow 106, Pigment Yellow 114, Pigment Yellow 121, Pigment Yellow 126, Pigment Yellow 127, Pigment Yellow 136, Pigment Yellow 174, Pigment Yellow 176, Pigment Yellow 188, Pigment Orange 5, Pigment Orange 13, Pigment Orange 16, Pigment Orange 34, Pigment Red 2, Pigment Red 9, Pigment Red 14, Pigment Red 17, Pigment Red 22, Pigment Red 23, Pigment Red 37, Pigment Red 38, Pigment Red 41, Pigment Red 42, Pigment Red 57:1, Pigment Red 112, Pigment Red 170, Pigment Red 210, Pigment Red 238, Pigment Blue 15, Pigment Blue 15:1, Pigment Blue 15:2, Pigment Blue 15:3, Pigment Blue 15:4, Pigment Green 7, Pigment Green 36, Pigment violet 23, and Pigment Black 7.

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3. The ink composition of claim 1, wherein said styrene:acrylic copolymer is about 40 to 80 wt. % of the composition.

4. The ink composition of claim 3, wherein said styrene:acrylic copolymer is about 50 to 70 wt. % of the composition.

5 5. The ink composition of claim 1, wherein said plasticizer is sorbitol.

6. The ink composition of claim 1, wherein said plasticizer is n-propyl lactate.
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7. The ink composition of claim 1, wherein said plasticizer is about 3 to 20 wt. % of the composition.

8. The ink composition of claim 7, wherein said plasticizer is about
15 8 to 12 wt. % of the composition.

9. The ink composition of claim 8, wherein said plasticizer about 10 wt. % of the composition.

20 10. A method of improving print gloss of an aqueous flexographic ink composition comprising adding to said ink prior to printing a styrene:acrylic copolymer and a plasticizer.

11. The method of claim 10, wherein said styrene:acrylic copolymer
25 is added in an amount equal to about 40 to 80 wt. % of the total weight of the composition.

12. The method of claim 11, wherein said styrene:acrylic copolymer is added in an amount equal to about 50 to 70 wt. % of the total weight of the

composition.

13. The method of claim 10, wherein said plasticizer is sorbitol.

5 14. The method of claim 10, wherein said plasticizer is n-propyl lactate.

15. The method of claim 10, wherein said plasticizer is added in an amount equal to about 3 to 20 wt. % of the composition.

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16. The method of claim 15, wherein said plasticizer is present in an amount equal to about 8 to 12 wt. % of the composition.

17. The method of claim 16, wherein said plasticizer is added in an
15 amount equal to about 10 wt. % of the composition.

18. The method of claim 10, wherein said improvement in print gloss is achieved when printing on a rough surface.